



**18<sup>th</sup> & Vine  
Historic District**

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IMPROVEMENTS  
PLAN UPDATE

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**2018**



18<sup>th</sup> & Vine historically served as the epicenter of African American life within Kansas City. Around this intersection, commercial, and entertainment activity blended with residential life, creating a completely self-sufficient community within the greater Kansas City area. It was in this area that Kansas City jazz was born with its own distinctive style that draws upon New Orleans jazz and ragtime. Due to this unique association with the African American experience in Kansas City and the creation of Kansas City Jazz, the 18<sup>th</sup> and Vine District is nationally, regionally, and locally significant.

In the 1990s, under the leadership of City Councilmember/Mayor Emanuel Cleaver II, the 18<sup>th</sup> & Vine Historic District experienced significant investment through redevelopment initiatives and the creation of newly imagined cultural destinations. These major institutions have brought a significant benefit to the District.

Over the last several years, Congressman Cleaver partnered with Councilman Jermaine Reed to champion the renewed interest in revitalizing the area. On July 14, 2016 the City of Kansas City, Missouri City Council approved Ordinance 160431 authorizing the funding and implementation of the overall project for Development Policy Committee oversight. The ordinance recognizes “the 18<sup>th</sup> and Vine Historic District is a valuable part of the City’s cultural fabric and the City remains committed to its preservation and enhancement.” The hard work of key stakeholders to put this ordinance in place is what created groundwork for the team who are now tasked to implement their vision. As with all large development projects, there are adaptations that arise when new opportunities and partnerships form, as well as construction requirements and changes. Many new opportunities have emerged due to the high level of momentum in this project, including increased interest from investors and the community.



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“

This is a place that most cities would love to have... part of the oomph in Kansas City.”

CONGRESSMAN

***Emanuel Cleaver II***

“

Each month, new visitors, business, and residents come to see our renewed progress at 18th & Vine. We’ve proved with a strong vision and hard work that this treasure of our community will remain a treasure for our region and visitors from all over the world.”

COUNCILMAN

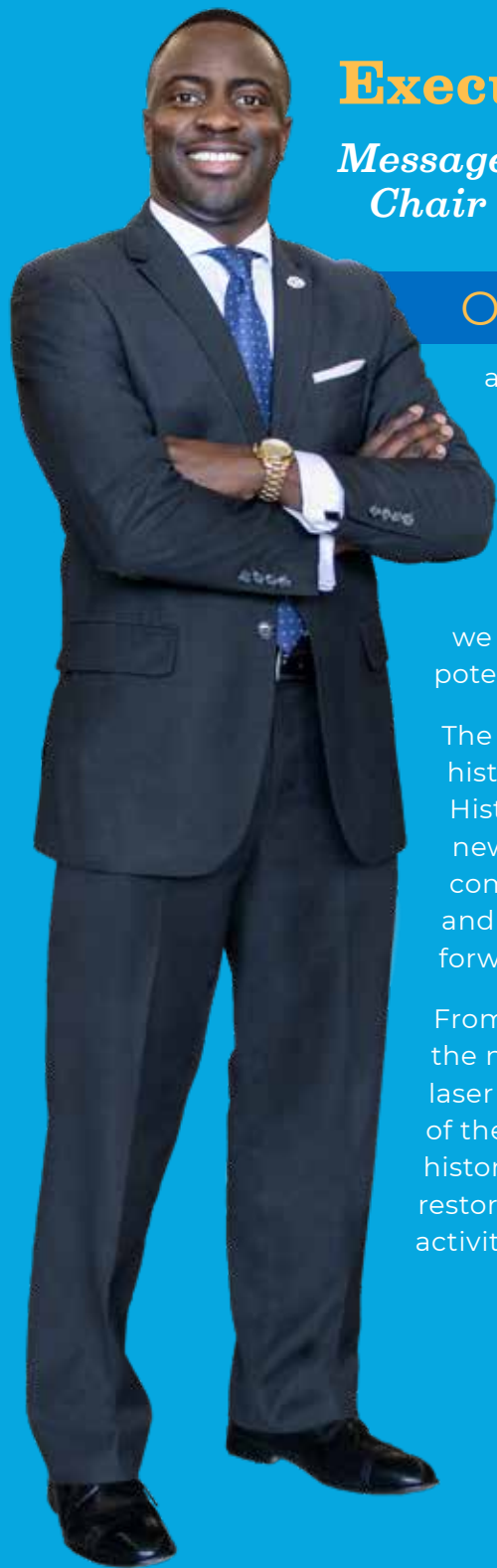
***Quinton Lucas***



“

Kansas City simply would not be Kansas City without 18th & Vine. Thanks to the dedicated work and partnership of the city, committees, and community, we have made great progress at 18th & Vine, but there’s still work to do. It is absolutely critical that we continue to push forward to ensure that this historical and cultural asset continues to be a major part of Kansas City’s future.”

MAYOR ***Sly James***



## Executive Summary

*Message from Jermaine Reed,  
Chair of 18th & Vine Development Policy Committee*

### Over the last year we have made incredible strides

and witnessed momentum in 18th & Vine District that has the potential to create a true transformation for the area and the City of Kansas City. The interest from businesses and developers is growing as the public improvements are implemented and the project team is identifying new opportunities for partnerships. Projects like the Zhou B Art Center, the Kansas City Area Transportation Authority Request for Proposals, and the new Soiree restaurant are positive enhancements for the area that will help drive its transformation. The \$7 million spent to date for improvements is making the impact we had hoped for and has already leveraged \$44 million of private investment to date with a potential of hundreds of millions for the area.

The City of Kansas City, Missouri has shown its commitment to the community, our history, and the greater metro area with the improvements and support of the 18<sup>th</sup> & Vine Historic District. The targeted investment and the public improvements have brought new businesses and redevelopment to the area. As the first phase of the project comes to completion, it is our pleasure to share with you what we have learned from the stakeholders and experts on this journey and where we believe we will have the greatest impact moving forward.

From the creation of the 18<sup>th</sup> & Vine Development Policy Committee and subcommittees, to the new partnerships we have formed and projects we have accomplished, you will see our laser focus, strategic planning, discovered opportunities, and successes. We feature many of the innovative ideas and improvements we are cultivating to revitalize and redevelop this historical, cultural, and entertainment district known around the world. Together we are restoring the District's original, authentic status as a hub for commerce and entertainment activities that include jazz, baseball, food, art, and other cultural amenities.

As the project enters the next year, we are equipped with the insight and forward motion necessary to accelerate the impact at 18<sup>th</sup> & Vine in measurable and meaningful ways. We look back with great appreciation to the steps that have gotten us to where we are today:

- ✦ Legislation was introduced to the City Council in December 2015 and approved in January 2016 directing the City Manager to develop an Action Plan to invest in 18<sup>th</sup> & Vine, creating a successful commercial and residential destination, an Entertainment District that would serve as a local, regional, national, and international attraction.
- ✦ In July 2016, the City Council approved funding for Phase 1 of a larger \$27.6 million three-phase plan to improve 18<sup>th</sup> & Vine Historic District, allocating \$7 million for Phase 1 projects.
- ✦ As of the summer of 2018, Phase 1 funds have been expended successfully on design, planning, public improvements, construction, and historic revitalization of several projects and areas of focus that commenced in 2017.
- ✦ With the completion of Phase 1 projects, we are now looking ahead to Phase 2.

I am so grateful for the hard work I have seen from the 18<sup>th</sup> & Vine Development Policy Committee, subcommittees, community, businesses, stakeholders, professional team of consultants, and the city staff, as we all work together towards a shared mission and goals.

The Community is the core to the success of 18<sup>th</sup> & Vine and we invite you to share your ideas with us at [kcmomentum.org](http://kcmomentum.org) about what you want to do, see, and hear in the District. We value your ideas and opinions and the transparent and open relationship we have established within this Kansas City community.

Yours in Service,



Jermaine Reed  
Third District City Councilmember  
Chair of the 18th & Vine Development Policy Committee





# 18<sup>TH</sup> & VINE IMPROVEMENTS PLAN

## Phase 1 “What We’ve Done”

A series of priority projects were identified throughout the Phase 1 process. All of the projects are located on City-owned land that is either vacant or has the potential to better contribute to the economic vitality of the District. These projects are highly visible locations within the core of the District that can be transformed into spaces that will contribute to the vision of the district as a “world class mixed-use district that is inclusive and safe, while maintaining the culture of the historic district.”

### 1 BUCK O’NEIL EDUCATION & RESEARCH CENTER | 1824 Paseo

*Construct a north entrance including a lobby, elevator, stair tower, and renovation of the Education Center.*

- » A design was created to highlight a majestic new entrance, outdoor patio spaces and an elevator tower on the north side of the structure to enhance the experience and accessibility to the building.
- » The building will be redeveloped as an education center for the Negro League Baseball Museum, a high-end event space and three floors of office space for a public-private partnership tenant. The schematic design drawings are complete, and the project is ready to begin construction in Phase 2. The property is currently under remediation and should transfer to the City within the coming months to complete the renovation work. The property transfer is expected in winter 2018.



Rendering of Buck O'Neil Education Research Center  
Pendulum Architects



## **2 BLACK ARCHIVES OF MID-AMERICA | 1722 E. 17th Terrace**

***Move Horace Peterson 18th and Vine Visitor's Center from 18th Street museums building into north space of Archives facility.***

- » Previous Request for Proposal closed. Final improvements yet to be determined. Further evaluation of the building is required to confirm that the building space can accommodate the exhibit. The move also has to be coordinated with the museums and improvements design and construction of the lobby area. Inclusion in future phases.

## **3 AMERICAN JAZZ MUSEUM | 1616 E. 18th Street**

***Design and construction of Blue Room expansion and new café, construction of exhibit and lobby improvements, and equipment upgrades for the Gem Theater.***

- » Museum improvements include upgrading the light and sound system of the Gem Theater, including a new digital system that replaced the outdated analog sound system, upgrades and improvements to the Blue Room's bar equipment, cabinetry, stage, and lighting board.
- » To support the events in the District and at the Gem Theater, concepts were developed for an outdoor space that make better use of the land area for the District and serve as a pre-function space for entertainment events. The area would accommodate approximately 100-200 visitors waiting to see a show in one of the District's venues, or just enjoying one of the new outdoor gathering spaces.

## **4 KC FRIENDS OF ALVIN AILEY HEADQUARTERS | 1714 E. 18th Street**

***No Phase 1 bond-funded improvements.***

## **5 18th ST. RETAIL AND APARTMENT SPACE**

***Public-private partnership for the design and construction of a new retail building with upper-floor market rate housing and office space.***

- » A conceptual design for a retail area to create more restaurants, for entertainment and music venues, as well as a tourism destination. The current concept includes an outdoor area for entertainment that can be transformed quickly for multiple uses including pop up shops, concerts and other fun public events and space to bring new exciting venues to the District and increase the desire to have more focus on live music venues and follow the recommendations to keep with the historic identity of the District as a cultural arts center and create a best use of the area at the entrance to the District. Expenditure: part of the overall District Design, Planning and Economic Development Analysis.

**OUTDOOR ACCESS AND PATIO | 1518 E. 18<sup>th</sup> Street**  
*Construction of a west doorway with enclosed patio for existing restaurant space.*

- » Property was white boxed in preparation for a new restaurant tenant relocating by year-end.

**PARKING LOT | 19th and Lydia Streets**  
*Construction of lighted, landscaped lot on 19th Street between Lydia and Grove Streets.*

- » To enhance the visitor's experience, a new public parking lot was constructed at the entrance of the District. The parking lot supports the increased number of visitors to the new anchor tenant, the Urban Youth Baseball Academy, as well as serves the need for parking for events and daily visitors to the District. The parking lot has 210 spaces, LED lighting, is easily accessible, and uses new technology of pervious pavers to alleviate storm water runoff.



Parking Lot at 19th and Lydia Streets

**HISTORIC BOONE THEATRE | 1701 E. 18<sup>th</sup> Street**  
*Rehabilitation of Kansas City's Historic Boone Theatre.*

- » A complete structural evaluation was completed by a structural engineer. The exterior west wall, west columns were rebuilt to be structurally stable. The bow truss roof system was rebuilt to add structural continuity. The existing roof was removed and new roof was installed as well as windows.



Historic Boone Theater

Incorporated with the Stabilization of Historic Properties. Additional information under #10.





## 18<sup>th</sup> STREET STREETSCAPE

*Enhance street and pedestrian lighting and bump outs on 18th Street from Lydia parking lot to Attucks School. Provide connection between Bruce R. Watkins overpass and 18<sup>th</sup> & Vine Historic District.*

- » Construction of the new streetscape in the three-block area in the core of the District consists of new bright LED lighting, safe parking areas enclosed by bump-outs, accessible crosswalks, and landscaped areas to help both beautify the District and create a welcoming and safe environment. Additional investment was made for the entire 18<sup>th</sup> street from Woodland Avenue to Paseo to repave the street and add new striping.



## 18<sup>th</sup> & VINE GATEWAY PLAZAS | 18<sup>th</sup> and Paseo

*Design and construct fountain on City property at the southeast and southwest intersections of 18th Street and The Paseo.*

- » Completed design and economic development analysis. Project incorporated with design of the Gateway Plaza.



## 1800 BLOCK OF VINE STREET

*Stabilization of facades of historic buildings in the 1800 block of Vine Street to prepare the area for construction of new infill development. The facades of historic buildings at 1814, 1816, 1820 and 1822 Vine St. are projected to be preserved and incorporated into this project.*

- » The core of the District is its historic preservation. Preservation of historic structures that were in danger of collapse were completed for 1814, 1816, 1820 Street and the 1930s Monarch baseball office building on 18<sup>th</sup> Street. 1822 Vine to be completed in second phase of the project. These buildings include the Historic Boone Theater, the 1930's office of the Monarchs baseball team also known as the House of Hits, the Historic Savings and Loan Building, the Historic Hose building and the famed Eblon Theater façade. These buildings are now ready for redevelopment and will be advertised through the Request for Proposal process in Phase 2.



**This recognition for the City-led plan to reenvision and regenerate the 18th & Vine District is powerful."**

**Katheryn Shields**  
COUNCILWOMAN



## OUTDOOR AMPHITHEATER | 1616 E. 18<sup>th</sup> Street

*Repurposing of the existing structure located at the north side of the American Jazz Museum to allow for a new fully equipped stage for summer music events.*

- » The large green space of the Great Lawn area was constructed to seat up to 3,000 people for concerts, events, and festivals. The lawn is equipped with electrical connections for vendors and food trucks, as well as connections for live entertainment, an area for a stage, and new LED light fixtures for the parking areas, lawn area and surrounding buildings. A sun study and conceptual redesign for the Jay McShann Pavilion and Great Lawn is currently being conducted to improve the experience during venues for both the visitors and the musicians.

## VINE ST. PROPERTIES PROJECT MANAGEMENT (Transfer of Properties) | 18<sup>th</sup> & Vine District

*Detailed planning, historic preservation, marketing costs, project and construction management. Management of 18th & Vine District Properties*

- » Ownership of 18<sup>th</sup> Street & Vine properties was transferred. Building maintenance and improvements were conducted to attract new tenants and make improvements for existing tenants.

## PLANNING, ARCHITECTURAL , AND MARKETING | 18<sup>th</sup> & Vine District

*District-wide professional services contract to provide planning, architectural, and marketing services.*

- » As part of the larger economic development business plan for the District, an assessment of real estate market conditions was conducted to determine an appropriate mix of services, retail, restaurants, and residential to support the neighborhood and cultural district. The demand analysis identified potential absorption by product type, as well as viable rents within the marketplace.





Map Credit: Taliaferro & Browne, Inc.

## MLB Urban Youth Academy

## Parade Park Homes

## Zhou B. Art Center

Black Archives of Mid-America

American Jazz Museum and Blue Room Expansion

Outdoor Amphitheater (Great Lawn)

KC Friends of Alvin Ailey Headquarters

18th Street Streetscape

Outdoor Access and Patio

18th Street Retail & Apartment Space

18th & Vine Gateway Plazas

18TH STREET

Parking Lot

Buck O'Neil Education & Research Center

Stabilization & Mixed-Use Redevelopment

Historic Boone Theatre

LYDIA AVE.

THE PASEO

VINE STREET

HIGHLAND AVE.

WOODLAND AVE.

19TH STREET



# THREE PHASE IMPROVEMENT PLAN & RETURN ON INVESTMENT

The 18th & Vine Improvements Plan revitalization projects will be funded through bond proceeds, philanthropic and private donations, grant funding, and various tax incentives.

Private investment will increase organically as commercial projects are solidified and through the attraction of private developers.

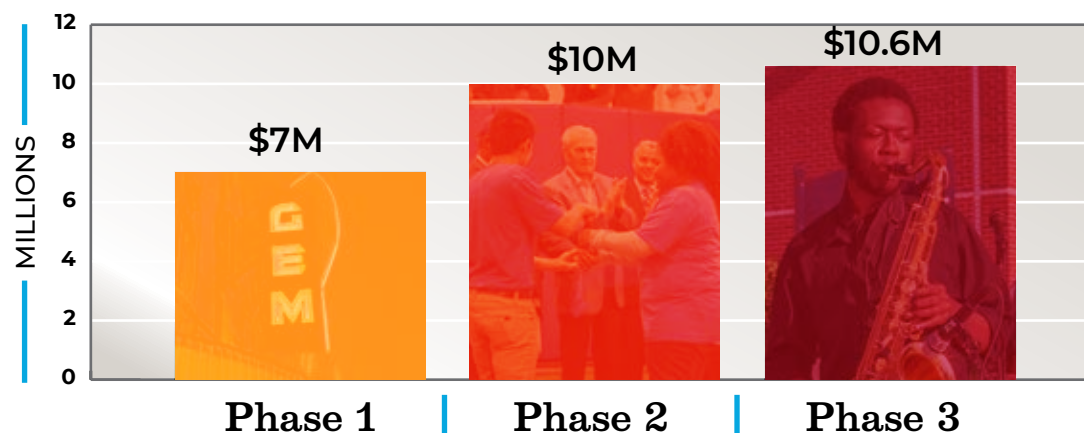
Eligible bond-funded projects will be repaid using capital improvement sales tax funds.

All available federal, state and local incentives will be made available to maximize the return on the city's investment.

The district is located in an opportunity zone and the Central City Economic Development Sales Tax District making it a prime location for developers.

In 2016, the City approved moving ahead with Phase 1 of a larger, three-phased \$27.6 million plan to improve the 18<sup>th</sup> & Vine Historic District, and at that time also allocated \$7 million for Phase 1 projects.

\$7 million has been spent to date – leveraging \$546,263,384 in Public/Private Partnerships.

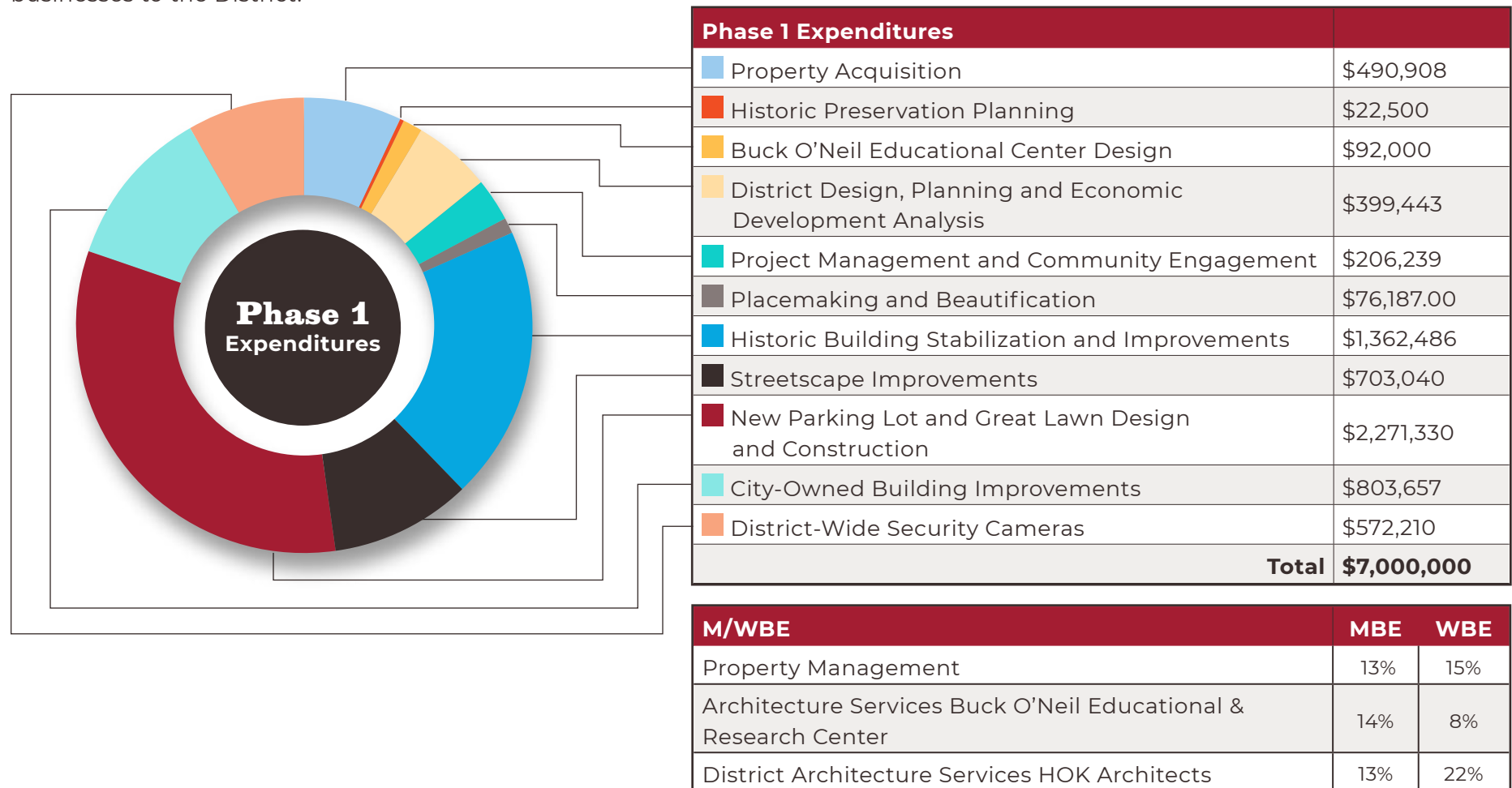


New Private Investment	
Urban Youth Baseball Academy	\$20,000,000
Zhou B. Art Center	\$20,000,000
Old City Public Works and Water Building	\$3,400,000
Lincoln Building	\$933,000
Club Mardi Gras Building & Roof Top Deck	\$450,000
Smaxx - Velvet Freeze	\$200,000
<b>Total Private Investment</b>	<b>\$44,983,000</b>
New City-Owned Property Income Total Value of Contracts	\$1,280,384
<b>Total City-Owned Contracts</b>	<b>\$1,280,384</b>
New Anticipated Private Investment	\$500,000,000
<b>Total Anticipated Private Investment</b>	<b>\$500,000,000</b>
<b>Total Leveraged Investments</b>	<b>\$546,263,384</b>

# FINANCIALS

## Phase 1

For the \$7 million in investment the City Council directed for Phase 1 of the project, both monetary and non-monetary returns have developed as the community and project team have worked together to create a unified vision, goals, and plan for the future. The momentum of investment from the private sector is exciting and evident as these new partners join the project and move their businesses to the District.





## Office of the City Manager

29th Floor, City Hall  
414 East 12th Street  
Kansas City, Missouri 64106

(816) 513-1408  
Fax: (816) 513-1363

Date: October 5, 2018  
To: Mayor James and Members of the City Council  
From: Troy M. Schulte, City Manager *Troy M. Schulte*  
Subject: 18th & Vine Phase 2 Recommendations

With the success of Phase 1 of the 18th & Vine Revitalization Plan, it's time to turn our attention to Phase 2. From the start, this project was envisioned in three phases, with a total cost of \$27.6 million.

Phase 1 has already sparked an excellent return on investment with the first city investment of \$7 million. For Phase 2, I am recommending an additional investment of \$10 million for the following projects within the 18th & Vine Historic District:

Buck O'Neil Education Center renovation - \$2,900,000  
Gateway Plaza design and construction - \$2,800,000  
18th & Paseo intersection improvements - \$1,100,000  
Whitebox Improvements to City-owned properties - \$900,000  
Historic stabilization of City properties - \$750,000  
Improved District signage - \$500,000  
American Jazz Museum facility improvements - \$300,000  
Gem Theater facility improvements - \$200,000  
Museum redesign and relocation between Black Archives & AJM - \$200,000  
Sunshade redesign for Jay McShann Pavilion - \$150,000  
Great Lawn permanent stage - \$100,000  
Construct proper street access from Woodland Avenue - \$100,000

To pay for Phase 2, I recommend three sources of funding:

- \$4 million Citywide PIAC funds, financed in cash or over 3-5 years
- \$3 million in 3rd District PIAC funds, financed over 10 years.
- \$3 million from the Central City Economic Development Sales Tax, financed over several years and starting no earlier than 2019-20.

Additionally, the city is currently pursuing grants and in-kind donations to develop the new Heritage Trail and a mobile app for the trail. We will also issue a Request for Proposals to attract private investment to redevelop the Boone Theater, and will propose creating an 18th & Vine Community Improvement District.

I look forward to discussing these recommendations with the community and the City Council as we continue this important work of securing Kansas City's spot as a world-famous destination for jazz, art and culture. As we better connect the 18th & Vine Historic District with other nearby attractions, we will continue to spark more private development in this vibrant neighborhood. These are goals that benefit our entire city.



We look forward to the addition of the new restaurant, the Zhou B Art center and the other new businesses moving to the district. The Development Policy Committee, the community and the project team have worked hard and made great strides over the last few years. They have done a lot of work and there is a lot more to do."

Troy Schulte, City Manager



## Phase 2 “The Future of 18th & Vine”

Through community engagement, design process and economic analysis, and in accordance with the original improvement plan. To date, the following items stand-out as desired improvements that could best impact the Entertainment District.\*

Buck O’Neil Education Center renovation	\$2,900,000
Gateway Plaza design and construction	\$2,800,000
18th & Paseo intersection improvements	\$1,100,000
Whitebox Improvements to City-owned properties	\$900,000
Historic stabilization of City properties	\$750,000
Improved District signage	\$500,000
American Jazz Museum facility improvements	\$300,000
Gem Theater facility improvements	\$200,000
Museum redesign and relocation between Black Archives & AJM	\$200,000
Sunshade redesign for Jay McShann Pavilion	\$150,000
Great Lawn permanent stage	\$100,000
Construct proper street access from Woodland Avenue	\$100,000
Heritage Trail and Mobile History App (Pursuing grants and in-kind donation opportunities)	No Allocation
Request for Proposal for redevelopment of the Boone Theater	No Allocation
18th and Vine Community Improvement District	No Allocation
<b>Total improvements including design and construction</b>	<b>\$10,000,000</b>

## Phase 2 Funding Recommendation

The City Manager recommends the following funding resources for Phase 2 to continue the momentum for redevelopment.

- » \$4 million in citywide PIAC (financed in cash or over 3-5 years)
- » \$3 million in 3rd District PIAC (financed over 10 years)
- » \$3 million from ⅛<sup>th</sup> cent Central City Economic Development Sales Tax (financed over several years beginning no earlier than) 2019-2020

*\*Projects are subject to change pursuant to the approval of the 18<sup>th</sup> & Vine Development Policy Committee*

# COMMUNITY & COMMITTEE INVOLVEMENT

The community continues to show their passion and love of the District in many ways but perhaps most of all is in the countless hours of participation from those who attend meetings, discuss issues, solve problems, share information, and work together to create a unified plan for the District to move forward. The public participates and work side-by-side with elected officials, city staff, business owners, residents, consultants, and committee volunteers to come together to improve 18<sup>th</sup> & Vine Historic District as a unified group.

Two themes that stand out as the most important to the community and the stakeholders:

- » **focus on the history and tell the story**
- » **help keep the District clean and safe**

## Vision

The vision for 18<sup>th</sup> & Vine is to create a **WORLD CLASS, MIXED-USE** district that is **INCLUSIVE & SAFE**, while **MAINTAINING THE CULTURE** of the historic district.

## 18<sup>th</sup> & Vine Development Policy Committee Members



**Jermaine Reed**

*Chair of the 18th & Vine Development Policy Committee, Third District  
In-District City Councilmember*



**Suzie Aron**

*Aron Real Estate  
An At-Large member*



**McClain Bryant**

*Director of Policy, Mayor's Office  
City of Kansas City, Missouri  
Designee of the Mayor*



**Sherry Gibbs**

*GEHA, Vice President of Marketing  
A District cultural interest representative*



**Ed Honesty**

*Best Harvest Bakeries  
A representative of patrons of the District*



**Quinton Lucas**

*Third District At-Large  
City Councilmember*



**Sidney King**

*Liberty Bank  
A representative of business interests in the District*



**Kelvin Simmons**

*Nexus Group  
Designee of the City Manager*



**Bianca Tillard-Gates**

*OG Investments  
A representative of residential interests in the District*

# 18TH & VINE DEVELOPMENT POLICY COMMITTEE

Incredible progress toward self-sustaining governance has been made in the 18<sup>th</sup> & Vine Historic District. Following the best practices from other successful entertainment districts in the U.S., the formation of several key sub-committees has helped to address specific areas. In their full embrace of leadership on the project, Councilman Reed created four sub-committees for marketing, public safety, real estate, and citizens advisory.

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**Branding and Marketing Subcommittee (Sherry Gibbs, Chair)** Committee's goals include updating District branding (logo and brand standards); launch of the District website, 18VineKC.com; developing a marketing plan; and increasing regional, national and international awareness of and visitors to the District.

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**Customer Experience and Public Safety Subcommittee (Edward Honesty, Chair)** This committee focuses on the residents' and visitors' experience and safety in the District. The committee is made up of a large group of volunteers, residents and business owners. They research ideas and suggest strategies, tactics, and strategic alliances that may provide new solutions for public safety.

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**Citizen Advisory Subcommittee (Andrea Shelby and Joseph Thomas, Chairs)** This group is managed by district stakeholders and focuses on initiatives and improvements to drive the district forward while serving as resource of information and sharing ideas for ongoing improvements. They serve as ambassadors for the project.

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**Real Estate and Architecture Subcommittee (Bianca Tillard-Gates, Chair)** The committee reviews proposals and business plans for perspective tenants. They also research, advise, review, and suggest design concepts and architecture options, as well as tenant uses in the proposed retail mix. The committee is working on a redevelopment plan to take the District into the future as a world-class entertainment destination.

## SUBCOMMITTEE MEMBERS

### Branding & Marketing Members

McClain Bryant  
Sherry Gibbs  
Sidney King

### Citizens Advisory Members

Andrea Shelby (Co-Chair)  
Joseph Thomas (Co-Chair)  
Anthony Arnold  
Karen Griffin  
Ron Chaney  
Harlan Brownlee  
Diane Williams  
Darwin Pennye  
Carroll Hudson

### Customer Experience & Public Safety Members

Ed Honesty  
Kelvin Simmons  
Councilman Quinton Lucas

### Real Estate & Architecture Members

Suzie Aron  
Kelvin Simmons  
Bianca Tillard-Gates  
Councilman Jermaine Reed





# 18<sup>TH</sup> & VINE DISTRICT GOALS

## RESPECT THE HISTORY AND BUILD ON DISTRICT ASSETS

- » Stabilize all historic buildings
- » Create an African American Heritage Trail to document significant locations associated with baseball, jazz, and commerce within and surrounding 18<sup>th</sup> & Vine
- » Build a next generation “Living History” app that utilizes augmented reality to bring the history to life

## SUPPORT EXISTING BUSINESSES AND RESIDENTS

- » Support cultural preservation and implement an anti-displacement strategy for existing businesses and residents
- » Study the potential of a Cultural Legacy District Overlay

## ENHANCE DISTRICT IDENTITY

- » Create new branding for the District
- » Create a new District-wide website ([18vinekc.com](http://18vinekc.com)) and associated social media
- » Refresh existing buildings
- » Address District signage and wayfinding

## CONNECT WITHIN AND TO THE DISTRICT

- » Continue on-going streetscape project along 18<sup>th</sup> Street
- » Study the 18<sup>th</sup> & Paseo intersection and Paseo Boulevard to make it more pedestrian friendly
- » Coordinate with the KCATA on their future development parcels along 18<sup>th</sup> Street

## POSITION THE DISTRICT FOR GREATER ECONOMIC DEVELOPMENT

- » Increase neighborhood amenities and assess current and future open space
- » Create a mix of retail and cultural tenants that support the District's vision
- » Increase residential density with mixed income multifamily apartments
- » Address parking issues

## CREATE AN ENVIRONMENT FOR PRIVATE INVESTMENT

- » Create a Community Improvement District (CID) that streamlines communication and governance and is a consistent and reliable partner to work with
- » CID will oversee clean and safe program, marketing, events, tenant leasing and property development



# DISTRICT INITIATIVES AND SUCCESSES

## News Media

The momentum of the project has caught the attention of the news media and their support is very much appreciated. Key articles have been printed in *Jam Magazine*, *KCUR*, *The Kansas City Star*, *The Kansas City Business Journal*, and *The New York Times*. These articles can be found on the District website at [18vinekc.com](http://18vinekc.com).

## Events

Every weekend in the spring, summer and into the fall and winter there are many events in the District and that number just keeps growing. New to the District this year are the International Day of Jazz coordinated by the Mutual Musicians Foundation and the Charlie Parker Celebration coordinated by Jazz Alive. From the Jazz Walk of Fame to the 4th of July Festival, and from the Holiday Lighting Ceremony to the Hot Dog Festival, there are many festivals and events to enjoy.

## UNESCO Music City

The UNESCO designation is a huge honor for the District and Kansas City. The designation tells the world what we all know to be true: 18<sup>th</sup> & Vine and Kansas City are creative music destinations and should be recognized as such. Three sites were chosen in the District as the artists recognize the importance 18<sup>th</sup> and Vine has in history and as a cultural asset.

## New Security Cameras

District-wide security cameras were installed. The cameras are managed by the City of Kansas City, Missouri Emergency Management Operations Department and KCPD.



*Designer John Wagner, left, and Mayor Pro Tem Scott Wagner, unveil the official logo for Kansas City's designation as a UNESCO 'Creative City of Music.' Credit Andrea Tudhope / KCUR 89.3*

## Beautification and Art

To create a welcoming and clean environment, new building awnings, 230 new light pole banners, new benches, flower pots, and new trash receptacles were installed. Artwork was installed throughout the district at the Urban Youth Academy, the exterior wall of the Blue Room and at the Gem Theater.

## Policy Changes will “Let More Music Play”

In response to requests from area restaurants and those expressing interest in moving to the district, the City Council passed an ordinance to increase the number of restaurants and taverns that could hold a liquor license in the five entertainment districts; Country Club Plaza, Westport Shopping District, Central Business District of downtown Kansas City, Zona Rosa Shopping District, and 18th & Vine District.

# PUBLIC-PRIVATE PARTNERSHIPS

## Leveraged Investments

As the City invests in the core of the District, economic development opportunities are growing around the boundaries of the project and throughout the 18<sup>th</sup> Street corridor. Key anchor organizations surrounding the core District are enhancing the public investment and the public private partnerships are coming together to develop the area for the future. These partnerships will create opportunities for additional economic development and growth.

### Urban Youth Baseball Academy

In March 2018, the Kansas City Urban Youth Academy (UYA) celebrated the Grand Opening of the new **\$20 million facility**. The UYA feature state-of-the-art baseball and softball fields, batting cages and educational facilities to help fulfill its mission to empower Kansas City's underserved youth through baseball and softball, academic, and social opportunities to be the leaders of tomorrow. The UYA is the eighth urban academy associated with Major League Baseball to be built in the U.S.

### Zhou B. Art Center

From Beijing, China and Chicago, this arts hub will connect arts across Kansas City and the world, while enhancing the arts and culture in the area. The Zhou Brothers and their historic restoration of the old Attucks School will be a destination for all in the city to enjoy. The planned **\$20 million project** started the summer of 2018 with phase one of the project. The project will transform the vacant school into an arts hub for local artists.





## Anticipated Private Investments

### The Old City Public Works and Water Buildings Mixed Use Project

One of the oldest standing structures in the City will be brought back to life with this historic restoration project and **\$3.4 million** redevelopment of the 150-year-old Public Works and Water city buildings. The developer is building office and event space in the mixed-use project.

### 1819 Vine Historic Building

The building at 1819 Vine street is the oldest commercial structure remaining on the block. The building was built for commercial use on the first floor and as a residence on the second floor. During the 1910s and 1920s the building's first floor was occupied by a series of florists such as the Mitchell Floral Company. It is currently undergoing historic restoration.

### Water Services Campus Redevelopment Project

The Water Services Department will invest in a five-year capital improvements program on their campus in the east side of the District. The redevelopment project will include new office space and new retail adjacent to the famous Arthur Bryant's Restaurant.

### KCATA \$500 Million Dollar Mixed-Use Project at 18<sup>th</sup> and Troost

The KCATA launched an RFP that could potentially bring a large mixed-use project that would include market rate, multi-family housing, office space, retail, and restaurants.

### Wheatley-Provident Hospital

The historic segregated African American hospital served the community from 1918 – 1972. The property was sold to a team of developers who plan to redevelop the property for office space. The successful redevelopment of the once vacant property would be a key project to the 18<sup>th</sup> Street corridor and would fulfill the developer's intent to connect the Crossroads to the 18<sup>th</sup> & Vine District.



Old City Public Works and Water Building

(From left) Jason Parson, Tim Duggan and Shomari Benton plan to redevelop two 150-year-old buildings near 18th & Vine into office space and other uses. (Credit) Kevin Collison – Cityscenekc.com



Water Services Campus Redevelopment Project



Wheatley-Provident Hospital

(Credit: Missouri Valley Special Collections, Kansas City Public Library, Kansas City, Missouri)

# KEY STAKEHOLDERS AND BUSINESSES



- » Bayou on the Vine
- » Black Archives of Kansas City
- » Buck O'Neill Education & Research Center
- » Centennial United Methodist Church
- » EthnicArt Gallery
- » Faith Deliverance Church
- » Full Employment Council (FEC)
- » Gem Theater
- » Gregg/Klice Community Center
- » Historic Lincoln Building Tenants
- » Holy Ghost New Testament Church
- » IMKC Clothing Company
- » Jazz District Apartments
- » Jazz District Renaissance Corporation
- » Kansas City Area Transportation Authority (KCATA) "RideKC"
- » Kansas City Blues & Jazz Juke House
- » Kansas City Friends of Alvin Ailey
- » Kansas City MLB Urban Youth Academy
- » Kansas City Power & Light (KCP&L)
- » KC Call Newspaper
- » Mutual Musicians Foundation
- » Negro Leagues Baseball Museum
- » Parade Park Homes
- » Parson & Associates
- » Smaxx Restaurant
- » Southern Steakhouse and Oyster Bar by Soirée
- » The American Jazz Museum/Blue Room
- » The Directors Cut Barber Shop
- » Velvet Freeze
- » Vine Street District Council Zodiac Motorcycle Club
- » Zhou B Arts Center
- » 180V Barber Salon



## Project Team

The team of professionals on the project includes:

- » 18th & Vine Development Policy Committee
- » Angie Geist Gaebler, Strata Architectural and Historical Preservation
- » Emily Elmore, Grant Trahant, Single Wing Web Design and Social Media
- » Eric Bosch, City of Kansas City, MO
- » Greg Patterson, Forestine Beasley, Patterson & Associates
- » Jason Parsons, Schylon Kubic, Parson + Associates Public Relations
- » Johathan O'Neil Cole, Mario Leon, Pendulum Architecture
- » Kate Colligon, Shani Carter, HR&A Economic Development Advisors
- » Leonard Graham, Taliaferro & Brown Engineering
- » Lynn Carlton, Darius Hollwell, HOK Architecture and Design
- » Renae Goudeau-Bobb, City of Kansas City, MO
- » Shontrice Patillo, City of Kansas City, MO
- » Steff Hedenkamp, Red Quill Communications
- » Tom Corso, Pamela McKechine, Darius Wells, MC Reality
- » Vanessa Williams, City of Kansas City, MO
- » City of Kansas City, MO, Communications Office

## Thank you

*As the momentum at 18<sup>th</sup> & Vine grows and this entertainment district gains new support and offers renewed vitality, we offer our sincere appreciation to our colleagues on the City Council, as well as City Staff members including City Architect Eric Bosch, Real Estate Manager Vanessa Williams, Shontrice Patillo – Legislative Aide to Third District City Councilmember Jermaine Reed, and the City of Kansas City, MO, City Communications Office.*

*We would like also to express our gratitude to the entire project team and the vibrant community that is so actively engaged in the hard work to renew the 18<sup>th</sup> & Vine District in a sustainable and authentic way. Thank you! Your devotion and care to redevelop this historical, cultural, and entertainment district is deeply appreciated, and we could not do this work without your expertise, dedication, time, and talent.*





# 18<sup>TH</sup> & VINE



@18VineKC

